



## Strategy for Developing the Potential of Sanrobengi Island Tourism Object, Takalar Regency

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### ABSTRACT

**Purpose of the study:** The purpose of this study is to identify factors that influence the development of Sanrobengi Island Tourism Object, Takalar Regency. And to find out the strategy for developing the potential of Sanrobengi Island Tourism Object, Takalar Regency.

**Methodology:** The analysis method used is chi-square, then a contingency test is used in drawing conclusions which is continued with a Likert Scale scoring system as a parameter to determine the magnitude of the relationship between variable X and Y. Furthermore, a strategy is developed to develop the potential of Sanrobengi Island tourism objects using the SWOT analysis method. The variables used consist of 5 (five) variables including: (1) Tourist Attractions; (2) Supporting Facilities; (3) Security and Comfort; (4) Information and Promotion; (5) Accessibility.

**Main Findings:** Based on the results of the Chi-Square test, factors that significantly influence the development of the Potential of Sanrobengi Island Tourism Objects were obtained. There are three variables that have an influence on the strategy for developing the potential of Sanrobengi Island tourism objects in Takalar Regency, namely tourist attractions, Tourism Support Facilities, and Accessibility. While there are two variables that do not have an influence, namely Security and Comfort and Information and Promotion.

**Novelty/Originality of this study:** This study integrates RTRW and RIPPARNAS policies to support sustainable tourism in South Sulawesi. Through the Chi-Square test, the study evaluates the attractiveness, facilities, security, promotion, and accessibility, and formulates evidence-based strategies to strengthen marine tourism as a leading destination.

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## 1. INTRODUCTION

The Republic of Indonesia is a country that has abundant natural resource potential, biodiversity and historical or cultural heritage. The abundance of natural resources can increase economic growth when these resources can be managed properly according to what is most in demand by the community so that the utilization of these natural resources will not waste time or materials due to failure in managing a resource.[1], [2], [3]. The tourism sector is one of the utilization of natural resources that can have high economic value for a region that manages the potential

of tourism resources into a tourist spot that can attract visitors both from within and outside the country, in addition to having high economic value, tourism can foster and increase a sense of pride in the nation so that a society will grow that cares more about a nation. Tourism is something that is of interest to every individual, because it can eliminate boredom, develop creativity and be able to support the productivity of an individual.

According to the Republic of Indonesia Law Number 10 of 2009 concerning tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting a particular place for the purpose of recreation, personal development, or studying the uniqueness of the tourist attractions visited temporarily. [4], [5], [6]. South Sulawesi as one of the provinces in Indonesia has extraordinary potential that can support the development of the tourism sector in Indonesia. The natural conditions of South Sulawesi have beautiful panoramas from both the marine tourism sector and nature or mountain tourism. In addition, the socio-cultural conditions of the South Sulawesi community which has various tribes and cultures are one of the tourism sectors that can be developed well. South Sulawesi is designated as one of the tourist destinations, so activities in this area are quite potential to support regional development. At least, it can be relied on as a source of state income. The tourism sector is a potential that is considered capable of making a major contribution to the Regional Original Income (PAD). For South Sulawesi Province, several tourist attractions such as Bira Beach, Takalar, National Parks and Bantimurung Baths, Tana Toraja, and Takabonerate are areas that have quite large potential to attract visitors both from abroad and within the country (BKPM, 2011) [7], [8], [9].

One of the natural tourism potentials in the coastal areas in South Sulawesi is in Takalar Regency. Takalar Regency is one of the areas that has tourism potential supported by natural conditions, community life, socio-cultural conditions and the business world. The potential and tourism objects in Takalar Regency that can be developed are classified into natural tourism, culture and marine tourism. One of the tourist objects in Takalar Regency is Sanrobengi Island. Sanrobengi Island is a small island located in Boddia Village, Galesong District, Takalar Regency [10], [11], [12]. Sanrobengi Island has the potential as a center for marine tourism because in addition to white sand, marine tourism activities can also be carried out such as swimming, diving, sunbathing, fishing, and various other activities. The presentation of the beach with its clear water so that visitors can see directly the fish on the island which has been designated as the island where the marine festival is held every year. Here you can see the fishermen's cages, docks, sunbathing places and traditional houses made of wood, bamboo and so on. Not only that, on this island there are also several outbound facilities such as, suspension bridges, gazebos, art stages, public facilities such as toilets and so on.

Based on previous research that has been conducted, there are several gaps in this research. Research that has been conducted in 2021[13] on Kormun Wasidori Mangrove Forest in Manokwari focuses on tourism development strategies based on SWOT analysis. This study explores internal potentials, such as natural attractions, panoramas, and affordable prices, as well as external opportunities, including mangrove conservation and local market potential. However, this study also identified several shortcomings, such as lack of promotion, minimal foreign language training for managers, and low public awareness of environmental conservation. The approach used is descriptive qualitative with IFAS and EFAS matrix analysis, which provides a detailed description of the strategic factors for local tourism development.

Meanwhile, the research on Sanrobengi Island in Takalar has a main focus on the development of tourism potential using SWOT analysis and a quantitative approach through the Chi-Square test. This study evaluates important variables such as tourist attractions, supporting facilities, security, promotion, and accessibility. This study revealed that ineffective promotion, minimal facility management, and suboptimal security are the main obstacles in the development of tourist attractions. The strategies formulated refer to national policies, such as RTRW and RIPPARNAS, which aim to align tourism development with the regional development vision of South Sulawesi [14], [15], [16].

These two studies show gaps in the approach and scope of analysis. The Kormun Wasidori Mangrove Forest study uses a qualitative descriptive method with a focus on the SWOT matrix that highlights local strengths and community collaboration. In contrast, the Sanrobengi Island study emphasizes quantitative analysis to measure the relationship between variables, covering a broader aspect of marine tourism. In terms of strategic recommendations, the Sanrobengi Island study provides a framework based on national policy, while the Kormun Wasidori study emphasizes environmental conservation and strengthening local collaboration. The combination of these two approaches can provide a more comprehensive guideline for sustainable tourism development in Indonesia.

This study offers novelty through a quantitative data-based approach to evaluate the relationship between tourism attraction variables, supporting facilities, security, promotion, and accessibility to tourism object development. The use of the Chi-Square test provides a strong empirical basis, allowing for more measurable and evidence-based strategies. In addition, this study also integrates national policies, such as RT/RW and RIPPARNAS, in formulating strategies, which provide high relevance to the context of regional development in South Sulawesi. The strategies formulated not only consider local attractions, but also refer to the national tourism development framework[17], [18].

Sanrobengi Island tourist attraction has the potential to be developed, but this potential has not been managed optimally so that there are few tourists visiting Sanrobengi Island. Sanrobengi Island is located not far from the capital of Takalar Regency which is supported by access to this place which is easily reached by tourists, however this tourist attraction still needs improvement because the condition of the existing facilities is damaged and the lack of completeness of other tourist facilities and infrastructure [19], [20], [21]. Therefore, effective strategies are needed in developing the potential of Sanrobengi Island Tourism Object, so that later it can become one of the best tourism destination potentials in Takalar Regency that can be relied on and is of interest to be visited by the Takalar community and immigrants from outside Takalar Regency. Based on the existing and expectations above, the researcher is very interested in discussing further the research on the Strategy for Developing the Potential of Sanrobengi Island Tourism Object, Takalar Regency. Based on the existing and expectations above, the researcher is very interested in discussing further the research on the Strategy for Developing the Potential of Sanrobengi Island Tourism Object, Takalar Regency.

Sustainable tourism development requires synergy between regional potential and national policies such as RT/RW and RIPPARNAS. Sanrobengi Island, as one of the marine tourism destinations in Takalar Regency, has great potential that has not been fully utilized. Identification of factors that influence the development of this tourist attraction is important for developing a measurable and evidence-based strategy. This research is urgently needed to increase tourist appeal, improve supporting infrastructure, and strengthen accessibility, in order to make Sanrobengi Island a competitive leading destination in South Sulawesi [22], [23], [24].

The purpose of this study is to identify factors that influence the development of Sanrobengi Island tourism objects in Takalar Regency. This study also aims to determine the variables that have a significant or insignificant influence on the development of Sanrobengi Island tourism. In addition, this study formulates a strategy for developing the potential of Sanrobengi Island tourism objects using a SWOT analysis that is in line with the RTRW and RIPPARNAS policies, in order to support sustainable tourism in South Sulawesi.

## 2. RESEARCH METHOD

This study uses descriptive and inferential statistical techniques, such as Chi-Square analysis and simple regression. This shows that the study aims to measure and analyze variables quantitatively. Chi-Square Analysis: Used to test the relationship between nominal variables and measure the strength of the relationship between variables. This is a statistical technique for categorical data. Likert Scale: Used to measure how strong the influence of variables on community participation is, as well as to determine the correlation between variables and their level of influence. SWOT Analysis: Used to evaluate the strengths, weaknesses, opportunities, and threats in the development strategy of potential tourism objects, as well as to formulate development strategies based on the results of the analysis [25], [26], [27].

Population is a set of all characteristics of the object being studied, and another definition of population is the whole or totality of psychological objects that are limited by certain criteria. The population in this study are parties who have a major contribution in answering the formulation of the problem in this study. The population referred to in this study is the community in Boddia Village with a population of 4,523 people. [28], [29], [30]. A sample is a part of a population that has certain characteristics or conditions that will be studied. Because not all data and information will be processed and not all people or objects will be studied but rather by using a representative sample. Then in taking samples from the population, the probability sampling technique is used where this sampling technique is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a sample member. In this study, the determination of the number of samples to be studied is determined using the Slovin formula:

$$n = \frac{N}{1 + Ne^2} \quad \dots(1)$$

Information :

n : Sample size

N : Population size

E : The desired critical value (accuracy limit) (percentage allowance for inaccuracy due to sampling error).

In this study, a critical value of 10% was used because 10% is the maximum limit of tolerance that can still be tolerated.

Based on population data obtained in Boddia Village, Galesong District, Takalar Regency, the population recorded was 4,523 people. Thus, the number of samples used in this study is: From the calculation results using the Slovin formula with a critical value of 10%, a sample of 100 people was obtained.

The data collection technique in this study was carried out by field observation (direct observation), namely related to the condition of tourist attractions, supporting tourist facilities, security, comfort, information and promotion, and accessibility at the Sanrobengi Island Tourist Object. The results of this observation can be in the form of photos or field notes. Furthermore, interviews are a data collection technique that is carried out directly through face-to-face and direct questions and answers between researchers and sources. Data that can be obtained

through interviews in this study such as the participation of government, private and community parties in tourist areas and the understanding of the community and visitors. Collecting data through related agencies, namely data from the Takalar Regency BPS and the Boddia Village Office to find out general description data about the research location.

The data sources in this study are two types of data, quantitative data and qualitative data. Quantitative data is the result of interviews with the distribution of questionnaires that have been prepared to respondents, the data obtained is secondary data obtained from related agencies, literature studies and data from previous research results related to this study. While qualitative data is primary data obtained directly by means of field surveys and also field observations to better understand field conditions. perceptions or opinions, which are meant: tourist attractions, security and comfort, tourism information and promotion, accessibility.

Research variables are anything in any form that is determined by the researcher to be studied so that information about it can be obtained, and then conclusions can be drawn.

Table 1. Research Variables

No.	Variabel	Indicator
1.	<b>Y = Development of tourist attractions</b>	
2.	<b>X1 = Tourist attraction</b>	Cultural Attractions View
3.	<b>X2 = Tourism support facilities</b>	Worship Facilities Waste Facilities Trading Facilities Accommodation/Lodging Toilets Gazebos
4.	<b>X3 = Safety and comfort</b>	Special Officer Security Beach Supervisor Cleaning Officer
5.	<b>X4 = Tourism information and promotion</b>	Promotion Media
6.	<b>X5 = Accessibility</b>	Crossing Infrastructure

The data analysis method in this study begins with Chi-square analysis, Chi-Square is also called Chi Square is one type of non-parametric comparative test carried out on two variables with a nominal data scale for both variables. (If of the 2 variables, there is 1 variable with a nominal scale, then the Chi Square test is carried out by referring to the test at the lowest degree). Chi-Square analysis has the following characteristics: 1) The Chi-Square value is always positive. 2) There are several families of Chi-Square distributions, namely the Chi-Square distribution with DK = 1, 2, 3, and so on. 3) The shape of the Chi-Square Distribution is positive. Each frequency according to row and column, the number of each subsection and the total number. Furthermore, it can be entered into the following formula:

$$F_h = \left[ \frac{(n_{fb} - n_{fk})}{N} \right] \dots (2)$$

Information :

- $f_h$  : Expected frequency
- $n_{fb}$  : The sum of the frequencies of each row
- $n_{fk}$  : The sum of the frequencies of each column
- $N$  : Total

The formula for the Chi-Square analysis is:

$$X^2 = \left[ \frac{\sum f_o - F_h}{F_h} \right] \dots (3)$$

Information :

- $X^2$  : Chi-square value
- $F_h$  : Expected frequency
- $F_o$  : Obtained/observed frequencies

In accordance with the objectives to be achieved in the study, the measurement method to see how strong the influence of the variables used on community participation in improving the quality of coastal settlement environments using the Likert Scale approach to determine the relationship between variables X and Y is used as a benchmark for interpercentage values. In this study, the results of the Chi-Square analysis / test will be matched with a scoring system on a Likert scale which is then used to determine the correlation of variables with the level of influence on community participation.

Table 2. Determination of Likert Scale

Value	Influence
0,00 – 0,19	Very Weak Influence
0,20 – 0,39	Weak Influence
0,40 – 0,59	Moderate Influence
0,60 – 0,79	Strong Influence
0,80 – 1,00	Very Strong Influence

With the variables used, namely :

X = Independent variable with the variables used are:

X1 = Tourist Attraction

X2 = Tourist Support Facilities

X3 = Security and Comfort

X4 = Information and Promotion

X5 = Accessibility

Y = Tourism Object Development

If  $r = 0$  or close to 0, then the relationship between the two variables is very weak or there is no relationship at all. If  $r = 1$  or close to 1, then the relationship between the two variables is very strong and positive. If  $r = -1$  or close to -1, then the relationship between the two variables is very strong and negative.

To discuss the second problem formulation (2), namely How is the strategy for developing the potential of Sanrobenji Island tourism objects in Takalar Regency using SWOT Analysis. SWOT Analysis is a strategy planning technique that is useful for evaluating strengths, weaknesses, opportunities and threats in a project or research, both ongoing and in new planning. So from the SWOT analysis, strategies will emerge as an effort to develop an area. How to make a Personal SWOT Analysis: first, determine the strength indicators, the method is to identify all indicators that we can control ourselves. All indicators that support our goals are strength indicators. Conversely, indicators that hinder or interfere with our goals are weakness indicators. Next, determine the weakness indicators that we have. Our goal in determining these indicators is to improve our performance. By identifying weaknesses, we can improve ourselves. Then, determine the opportunity indicators. After that, determine the threat indicators. Determine what factors are considered threatening. And finally, create SO, WO, ST, and WT strategies. After each SWOT indicator is determined, the next step is to formulate a strategy by combining S with O, W with O, S with T, and W with T. This method is carried out in accordance with our purpose in conducting a SWOT analysis.

Table 3. SWOT Analysis Matrix Model

IFAS EFAS	WEAKNESSES (W)	STRENGTHS (S)
	List of weaknesses	Power list arrangement
OPURTUNITY (O) List of opportunities	STRATEGO (WO) Strategies that minimize weaknesses and take advantage of opportunities	STRATEGI (SO) A strategy that uses all the strength we have to seize opportunities
TREAHTS (T) Threat list structure	STRATEGI (WT) Strategies that minimize weaknesses and take advantage of opportunities	STRATEGI (ST) A strategy that uses strengths to overcome threats

Some adjustments in the formation of the SWOT analysis model, namely: Weighting still uses a scale of 1 (very important) to 0 (not important), but the determination of the scale value for each situation totals 1 by: (Sort the situation factors based on the Priority Scale (SP) (the highest value is 16 from 4 x 4, the order of 2 is 3 x 4 = 12 and the lowest value of 4 from 1 x 4) then multiplied by the constant (K) the highest value is 4; Each situation value is divided by the total SP x K value.). The ranking still uses a scale of 1 (low) - 4 (high) for strengths and opportunities. While the scale of 4 (low) - 1 (high) for weaknesses and threats. However, if there is no comparison, then the scale value is determined based on the priority of each situation (for example, a scale of 4 for the most important opportunity); The highest value for weight X ranking is 1 - 2 (strong) and the lowest is 0 - 1 (weak).

## RESULTS AND DISCUSSION

### 3.1. Results

#### 3.1.1. Respondent Distribution

Distribution of Respondents based on age, education and occupation. Respondent responses based on age show that out of 100 respondents, the most are aged 25-30 years, amounting to 37 people (37.00%), while the least are respondents aged 41-45, amounting to 4 people (4.00%). as follows. Furthermore, based on Education, it shows that out of 100 respondents, it can be seen that the number of respondents who answered the question the most were High School Graduates, namely 27 people (27.00%), while the fewest were respondents whose education level was Elementary School Graduates, namely 13 people (13.00%). And finally, based on occupation, it shows that out of 100 respondents, it can be seen that the number of respondents according to occupation, the most were Farmers/Fishermen, namely 44 people (44.00%), while the fewest were laborers, namely 3 people (3.00%).

Table 4. Respondents' Responses Based on Age, Education and Occupation

Age	Type	Total	Percentage %
	19-24 years	21	21,00
	25-30 years	37	37,00
	31-35 years	29	29,00
	36-40 years	9	9,00
	41-45 years	4	4,00
<b>Education</b>	No school	17	17,00
	Elementary school graduate	13	13,00
	Junior high school graduate	18	18,00
	High school graduate	27	27,00
	Diploma/S1 graduate	25	25,00
<b>Work</b>	Civil Servants	8	8,00
	Private Employees	15	15,00
	Traders	10	10,00
	Laborers	3	3,00
	Students	20	20,00
	Farmers/Fishermen	44	44,00
	<b>Total</b>	<b>300</b>	<b>300,00</b>

#### 3.1.2. Respondent Result Data

Respondent data The analysis that will be used to answer the first problem formulation is by using Chi Square analysis to see the influence of each variable X on Variable Y, then a contingency test is used in drawing conclusions which is continued with a Likert Scale scoring system as a parameter to determine the magnitude of the relationship between variables X and Y. Based on the results of the study, the researcher has summarized the results of the questionnaire on the sample in the Sanrobengi Island Tourism Object area. First, the tourist attraction (X1) is the tourism potential offered in the form of the beautiful natural panorama owned by the Sanrobengi Island Tourism Object and the beauty of the sea water. The following is the distribution of respondents' answers about the tourist attractions in the Sanrobengi Island tourist attraction.

Table 5. Distribution of respondents' answers regarding tourist attractions

Tourist attraction	n	%	Variable
Interesting	45	45,00	X1
Less interesting	55	55,00	
Total number	<b>100</b>	<b>100</b>	

Table 5 shows the distribution of respondents' answers about the tourist attractions of Sanrobengi Island, showing that out of 100 respondents, the number of respondents who answered that it was interesting was 45 people, while those who answered that it was less interesting were 55 people. Based on the results of the questionnaire, respondents preferred less interesting because the tourist attractions of Sanrobengi Island have not been managed optimally and the lack of tourist attractions has resulted in a lack of interest from tourists to visit.

Next, tourism support facilities (X2) are places that provide facilities for recreation whose function is to complement the main tourism facilities. The following is the distribution of respondents' answers about tourism support facilities at the Sanrobengi Island tourist attraction.

Table 6. Distribution of respondents' answers regarding tourism support facilities

Tourism support facilities	n	%	Variable
Complete	48	48,00	X2
Incomplete	52	52,00	
Total number	<b>100</b>	<b>100</b>	

Table 6 shows the distribution of respondents' answers regarding tourism support facilities on Sanrobengi Island, showing that out of 100 respondents, the number of respondents who answered that the availability of tourism support facilities was complete was 48 people, while those who answered that it was incomplete were 52 people. Based on the results of the questionnaire, respondents preferred incomplete facilities because the tourism facilities were not well maintained and many were damaged.

Security and comfort (X3) obtained is a feeling of security and comfort felt by tourists at the Sanrobengi Island tourist attraction. The following is the distribution of respondents' answers about security and comfort at the Sanrobengi Island tourist attraction.

Table 7. Distribution of respondents' answers regarding security and comfort

Safety and comfort	n	%	Variable
Safe and comfortable	36	36,00	X3
Less safe and less comfortable	64	64,00	
<b>Total number</b>	<b>100</b>	<b>100</b>	

Table 7 shows the distribution of respondents' answers about security and comfort at the Sanrobengi Island tourist attraction, showing that out of 100 respondents, the number of respondents who answered safe and comfortable was 36 people, while those who answered less safe and comfortable were 64 people. Based on the results of the questionnaire, respondents preferred less safe and comfortable because there were no guards at the security post and the lack of attention from management regarding environmental cleanliness..

Tourism information and promotion (X4) is a media used to introduce Sanrobengi Island tourist attractions to tourists. The following is the distribution of respondents' answers about information and promotion at Sanrobengi Island tourist attractions.

Table 8. Distribution of respondents' answers regarding information and promotion

Information and promotion	n	%	Variable
Good	29	29,00	X4
Not good	71	71,00	
<b>Total number</b>	<b>100</b>	<b>100</b>	

Table 8 shows the distribution of respondents' answers about information and promotion at the Sanrobengi Island tourist attraction, showing that out of 100 respondents, the number of respondents who answered well was 29 people, while those who answered less well were 71 people. Based on the results of the questionnaire, respondents chose less well because they had not been optimal in promoting and introducing the Sanrobengi Island Tourist Attraction to tourists so that the existence of the Sanrobengi Island Tourist Attraction was not yet known.

Accessibility (X5) which concerns the level of ease of reaching the tourist attraction of Sanrobengi Island. The following is the distribution of respondents' answers regarding accessibility at the tourist attraction of Sanrobengi Island.

Table 9. Distribution of respondents' answers regarding accessibility.

Accessibility	n	%	Variable
Good	51	51,00	X5
Poor	49	49,00	
<b>Total number</b>	<b>100</b>	<b>100</b>	

Table 9 shows the distribution of respondents' answers about accessibility at the Sanrobengi Island tourist attraction, showing that out of 100 respondents, the number of respondents who answered well was 51 people, while those who answered poorly were 49 people. Based on the results of the questionnaire, respondents chose good because access to Sanrobengi Island is fairly good using local fishing boat crossing facilities with a rate of Rp. 20,000 - 25,000.

### 3.1.3. Questionnaire Results

Based on the results of the study conducted in March-June 2021, researchers have summarized the results of the questionnaire on samples located in the coastal area of Sanrobengi Island, Boddia Village. The results of the questionnaire can be seen in table 10 below:

Table 10. Recapitulation of research questionnaire

Question	Answer	Total	Total	Variable
How is the Development of Tourism Objects on Sanrobengi Island?	a. develop	32	100	Y
	b. do not develop	68		
What do you think about the Tourism Objects on Sanrobengi Island?	a. interesting	45	100	X1
	b. less attractive	55		

What do you think about the availability of supporting tourism facilities on Sanrobengi Island?	a. complete	48	100	X2
	b. incomplete	52		
Do you feel safe and comfortable when you are on Sanrobengi Island?	a. safe and comfortable	36	100	X3
	b. less safe and comfortable	64		
What do you think about the information and promotion of tourist objects on Sanrobengi Island?	a. Good	29	100	X4
	b. not good	71		
What do you think about access to tourist objects on Sanrobengi Island	a. Good	51	100	X5
	b. not good	49		

### 3.2. Discussion

#### 3.2.1. The Influence of Tourist Attractions (X1) on the Development of Sanrobengi Island Tourist Attractions

This study shows that the tourist attractions of Sanrobengi Island, which are in the form of natural beauty, sea, and panorama, are not yet optimal in attracting tourists. Based on the survey results, 55% of respondents considered the tourist attractions less attractive, while 45% considered them attractive. The main reasons behind the assessment of "less attractive" are the lack of tourist attractions and management that has not been maximized. The results of the Chi-Square test show the influence of tourist attractions on the development of tourist objects with a Chi-Square value of 14,82 and degrees of freedom 1. The contingency test produces a value of  $C = 0.36$ , which indicates that the influence is relatively weak.

#### 3.2.2. The Influence of Tourism Support Facilities (X2) on the Development of Sanrobengi Island Tourism Objects

Tourism support facilities on Sanrobengi Island, such as gazebos, toilets, kiosks, and other facilities, were assessed by 52% of respondents as incomplete and poorly maintained, while 48% considered them complete. Dissatisfaction arose because some facilities were damaged and not well managed, thus reducing tourist comfort. The results of the Chi-Square test showed a significant influence between tourism support facilities and the development of tourist attractions with a Chi-Square value of 22.82 and a degree of freedom of 1. The contingency test value was  $C = 0.43$ , indicating a moderate influence.

#### 3.2.3. The Influence of Security and Comfort (X3) on the Development of Sanrobengi Island Tourism Objects

Security and comfort on Sanrobengi Island are also a concern. As many as 64% of respondents considered this place less safe and comfortable. Factors that influenced this opinion included the absence of security officers at the existing guard posts, as well as an unclean environment. Only 36% of respondents felt safe and comfortable at the tourist location. However, the Chi-Square test showed that security and comfort have a significant influence on the development of tourist attractions.

#### 3.2.4. The Influence of Information and Promotion (X4) on the Development of Sanrobengi Island Tourism Objects

Promotion is one of the main weaknesses in the development of tourism on Sanrobengi Island. Based on a survey, 71% of respondents considered the information and promotion related to this tourist attraction to be less than good. Tourists feel that the promotion carried out by the local government.

#### 3.2.5. The Influence of Accessibility (X5) on Tourism Object Development (Y)

Easy accessibility is an important factor in tourism development. As many as 51% of respondents felt that access to Sanrobengi Island was good, while 49% considered the opposite. The access route using a fishing boat with a travel time of 15-20 minutes was considered adequate by most respondents, although some felt that the access was still lacking.

Alternative strategies for developing the potential of Sanrobengi Island Tourism Objects are formulated using the SWOT analysis approach. SWOT matrix analysis is the next step after conducting IFAS and EFAS analysis, namely by matching internal factors in the form of strengths and weaknesses with external factors in the form of opportunities and threats that affect the development of Sanrobengi Island Tourism Objects. For more details, the SWOT matrix in formulating the strategy for developing the potential of Sanrobengi Island Tourism Objects can be seen in table 11 as follows.

Table 11. SWOT Matrix of Strategy for Developing the Potential of Sansrobengi Island Tourism Object, Boddia Village, Takalar Regency

Internal	Strength (S)	Weakness (W)
	1. Tourist Attractions	1. Security and Comfort



<b>Eksternal Opportunity (O)</b>	2. Tourism Support Facilities 3. Accessibility <b>Strategy S-O (Aggressive Strategies)</b>	2. Tourism Information and Promotion <b>Strategy W-O (Turn Around Strategies)</b>
<p>1. Based on the Takalar Regency RTRW 2012-2031, Sanrobengi Island is a designated area for Nature Tourism</p> <p>2. PP No. 50 of 2011 concerning the National Tourism Development Master Plan 2010-20253. The vision of (South Sulawesi Provincial Regional Tourism Development Master Plan 2015-2030) is "South Sulawesi as a Competitive Tourism Destination in Indonesia in encouraging increased community welfare".</p>	<p>1. Socializing related to the Takalar Regency RTRW, in terms of Sanrobengi Island as a designated area for nature tourism, so that the knowledge of the community and tourists is increased in maintaining the sustainability of nature to increase the tourist attractions on Sanrobengi Island.</p> <p>2. Increasing the contribution of tourism to the quality of the W-O Strategy (Turn Around Strategies) and quantity of human resources so that the development of the tourism industry can run optimally in accordance with Government Regulation No. 50 of 2011 concerning RIPPARNAS 2010-2025. 3. Support the vision and mission of regional regulation no. 2 of 2015 concerning the Master Plan for Regional Tourism Development of South Sulawesi Province for 2015-2030 and make it a reference/guideline in developing tourism objects</p> <p>4. Increase tourism appeal by reintroducing the marine tourism festival/event that is usually held every year at the Sanrobengi Island Tourism Object</p> <p>5. Improve supporting tourism facilities and infrastructure to attract tourists/visitors to visit the Sanrobengi Island Tourism Object</p> <p>6. Increase promotion with various promotional media by utilizing information technology and working together with related agencies including travel agencies in promoting the Sanrobengi Island Tourism Object.</p>	<p>1. Provide security officers so that tourists feel safe from disturbances that will affect the tranquility of tourists while at tourist attractions.</p> <p>2. Educate the public to maintaining environmental sustainability and notice boards to maintain the environment, so that tourists feel comfortable on Sanrobengi Island</p> <p>3. Implementing information and communication technology in delivering tourism destination promotions</p>
<b>Threat (T)</b>	<b>Strategy S-T (Diversification Strategies)</b>	<b>Strategy W-T (Defensive Strategies)</b>
<p>1. environmental degradation occurs</p> <p>2. competition with other regions that are optimizing tourism development both domestically and abroad</p> <p>3. lack of government attention in preserving tourist attractions</p> <p>4. lack of interest from tourists to visit</p>	<p>1. Educating the public to preserve the environment and providing notice boards to protect the environment of the Sanrobengi Island tourist attraction from pollution</p> <p>2. Optimizing tourist attractions while maintaining the natural potential</p> <p>3. Improvement and construction of supporting facilities at the Sanrobengi Island tourist attraction.</p> <p>4. Increasing accessibility to the Sanrobengi Island tourist attraction for the development of a sustainable tourism industry</p> <p>5. Provision of festival/event activities at the Sanrobengi Island tourist attraction to attract tourists</p>	<p>1. Educating the community to protect the environment and providing notification boards to protect the environment of the Sanrobengi Island tourist attraction from pollution</p> <p>2. Optimizing tourist attractions while maintaining their potential naturalness</p> <p>3. Improvement and development of supporting facilities at the Sanrobengi Island tourist attraction</p> <p>4. Increasing accessibility to the Sanrobengi Island</p>

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tourist attraction for the development of a sustainable tourism industry

5. Provision of festival/event activities at the Sanrobengi Island tourist attraction to attract tourists

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In line with the research conducted in 2022 with a focus on developing ecotourism in Fatumnasi Tourism Village, a gap analysis of the current research emerged. The research on Sanrobengi Island and Fatumnasi shows different approaches to tourism development. Sanrobengi Island uses a quantitative method with the Chi-Square statistical test to analyze the relationship between variables such as tourist attractions, facilities, security, promotion, and accessibility, and focuses on developing marine tourism through national policies such as RT/RW and RIPPARNAS. In contrast, Fatumnasi uses a descriptive qualitative approach with a SWOT analysis, emphasizing environmental preservation, community empowerment, and conservation-based ecotourism. Community involvement is the main differentiator, where Fatumnasi actively involves local communities in management and promotion, while Sanrobengi Island has not highlighted this aspect in depth. The findings of Sanrobengi Island emphasize the lack of promotion and facilities as obstacles, while Fatumnasi identifies threats from low community concern for the environment. Although different, these two studies complement each other in providing strategic insights for sustainable tourism development [31], [32].

Based on the gap analysis above, this study offers novelty by integrating national policies such as RT/RW and RIPPARNAS into the context of local management, creating synergy between local potential and the national policy framework to support sustainable tourism development. The main obstacles, such as lack of promotion, suboptimal facilities, and security that still needs to be improved, are specifically identified so that they become the basis for compiling priority strategies. By formulating strategies that cover various dimensions, this study produces a holistic tourism development model, from managing attractions to increasing accessibility. Its focus on marine tourism also makes an important contribution to increasing the attractiveness of South Sulawesi as a leading tourist destination, thus supporting the development of wider regional potential.

This study provides practical implications in managing tourism objects with a quantitative approach that produces more measurable and evidence-based development strategies, which can be used as a reference for other tourism managers. Integration of national policies such as RTRW and RIPPARNAS with local management can be a model for tourism development in Indonesia, creating a greater and more sustainable development impact. The focus on marine tourism contributes to increasing the attractiveness of South Sulawesi tourism, while identifying key constraints such as lack of promotion and facilities provides a basis for improving infrastructure and security. The long-term implication is the creation of safer, more comfortable and more attractive tourist destinations for domestic and international tourists.

This study has several limitations that need to be considered. First, the focus only on Sanrobengi Island means that the findings and strategy recommendations may not be fully generalizable to other tourist attractions with different characteristics and challenges. Therefore, further research covering various tourist destinations will provide a broader picture. In addition, although a quantitative approach with Chi-Square analysis was used to measure the relationship between variables, this study is limited to predetermined variables, and other aspects such as culture or social interactions of the community may not be covered. Limited data and responses from certain stakeholders may also affect the depth of analysis and generalization of the research results. Finally, although this study identified several constraints in management, deeper managerial or policy aspects have not been described, so further research that explores the dynamics of management in more detail would be very beneficial.

### 3. CONCLUSION

Based on the results of the study on the Strategy for Developing Sanrobengi Island Tourism Objects in Takalar Regency, it can be concluded that there are five factors that influence the development of tourism potential on the island. The factors of tourist attraction and accessibility have proven to have a significant influence on the development of tourism potential, while the factors of supporting facilities, security and comfort, and information and promotion do not have a significant influence. This is due to the lack of support from the government in the management of Sanrobengi Island. The strategy for developing this tourism object includes the socialization of the Takalar Regency Spatial Plan (RTRW) so that the community and tourists better understand the importance of preserving nature. In addition, it is necessary to increase the contribution of the tourism sector in developing human resources in accordance with Government Regulation No. 50 of 2011 concerning RIPPARNAS 2010-2025. Support for the vision and mission of Regional Regulation No. 2 of 2015 concerning the Master Plan for Regional

Tourism Development of South Sulawesi Province for 2015-2030 is also important as a guideline for developing tourism objects. Strengthening tourism attractions can be done by reintroducing festivals or marine tourism events that are routinely held. In addition, improving tourism supporting facilities and infrastructure, as well as promotion through the media and cooperation with related agencies, including travel agencies, are also important to attract more tourists to visit Sanrobengi Island.

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